

# **Latino Outreach Focus Group Research**

## **Final Report**

**September 2012**

*Submitted to:*

**South Coast Air Quality Management District**



*Submitted by:*

**Gomez Research  
Pasadena, California**

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# EXECUTIVE SUMMARY

In 2012, the South Coast Air Quality Management District (AQMD) contracted with Gomez Research to conduct a series of focus groups with Latino residents living in the AQMD service area. The purpose of the research was to inform a Latino outreach campaign designed to increase awareness about the causes and health effects of air pollution and to promote public behaviors that improve air quality. Findings will be used to identify the most effective strategies for motivating Latinos to change their behavior and to determine the optimal media outlets for communicating key messages.

The following report presents results from two focus groups conducted with low-income Latino residents living in areas with notably poor air quality. The first focus group was conducted with bilingual Latinos, between the ages of 18 and 35, born and educated in the United States, who consume both Spanish-language and English-language media. The second focus group was conducted in Spanish with Spanish-dominant Latinos, 50 years and older, born outside the United States, with low-educational attainment and dependent on Spanish-language media exclusively. Spanish-dominant participants were recruited from East Los Angeles and the surrounding communities of Commerce and Montebello. Bilingual participants were recruited from the city of San Bernardino.

The focus groups were conducted in the evening at professional focus group facilities in Riverside and Pasadena on Tuesday, September 4 and Wednesday, September 5, 2012. Focus group participants received an honorarium of \$85 to thank them for their time and were given a light meal. AQMD Media Office and L&PA staff attended and observed both focus groups.

Key findings are summarized below, followed by recommendations.

## **Study Themes:**

### Overall Values and Concerns

- Findings suggest that regardless of age or primary language spoken, Latinos in the targeted communities are most concerned about financial security, including limited job opportunities, the rising cost of living, and Social Security.
- Health concerns were important to a minority of participants who were directly experiencing health problems, such as asthma. For most participants, however, concerns over health centered around the cost of health care and insurance.
- Environmental concerns were a lower priority for both demographic groups, particularly younger, bilingual participants.
- Younger Latinos were more likely than older participants to raise concerns about limited job opportunities, safety, and crime. Education

was also a higher priority among this demographic, specifically the quality of public secondary schools and the cost of higher education.

- Older, Spanish-dominant speakers were more likely than other participants to cite concerns over inflation and social security.

#### Beliefs and Awareness about Air Pollution

- Awareness regarding air pollution varied significantly by age. Older, Spanish-dominant Latinos were well informed about the causes and effects of air pollution and were more likely than younger participants to place a high importance on air quality.
- Findings suggest, however, that views regarding air quality can change when individuals are confronted with new information. When a young mother explained to the group how air pollution affects her daughter's asthma, other participants became engaged, asked her questions, and several participants reiterated her point in agreement.
- While air quality is not a top concern among Latinos in these communities who are struggling with daily economic survival, results suggest that most are receptive to an environmental message--particularly when they are well informed about the causes, effects, and consequences of air pollution.

#### Motivators and Barriers to Changing Behaviors

- While participants are interested in protecting the environment, improved air quality does not appear to be a key driver of behavior for Latinos in these communities, particularly among younger, bilingual residents.
- Findings suggest that low-income Latinos would be responsive to programs that involve a financial incentive or rebate, such as programs to scrap an old vehicle for money or trade in a gas-powered lawn mower for a low-emission model. Participants described these programs as good financial opportunities/deals.
- Other calls to action that were popular included maintaining a used vehicle and--among younger, bilingual Latinos--joining *Conexiones Para Aire Limpio*.
- Many participants in the younger bilingual group expressed interest in carpooling as a way to save on gas and parking, but they acknowledged the difficulty of finding and coordinating with a carpool partner.

- The most significant barrier to participation for many call-to-action items was financial resources, such as funds to repair a vehicle or invest in new equipment.
- Reporting smoking and polluting vehicles was among the least popular activities. Many participants felt uncomfortable reporting people in their communities who might not have the money to make repairs. Some participants were concerned about reprisals. Participants were more comfortable reporting commercial trucks for violations.
- Buying a low-emission vehicle was also ranked low by participants, primarily because of the financial resources required to make the purchase but also because of concerns that low-emission vehicles are less reliable and/or unsafe.
- Participants in both groups reported that they would be interested in receiving daily air quality reports that are specific to their communities.

#### Communication Channels

- Findings suggest that the best communication channels for reaching the low-income Latino market are television, radio, and, for younger Latinos also text messages and social media. Participants reported watching television frequently at home, while using the radio in the car or at work.
- Younger Latinos were more likely to use their smart phones to access the Internet than they were to use a laptop or other computer. The majority of younger participants are involved in some type of social network, most frequently Facebook. Twitter was not widely used among study participants.
- Older, Spanish-dominant speakers were less likely to use the Internet, although they reported asking younger family members to search for information on their behalf.
- Print media does not appear to be an effective approach with either demographic. Focus group participants, regardless of age and language spoken, reported that they do not read newspapers or magazines on a regular basis.

#### Recommendations based on findings:

Based on these findings, we recommend the following to help guide the Latino outreach campaign:

- **In educating people about the causes and effects of air pollution, consider using personal stories and testimonies.** Even if a Latino

celebrity is used, study findings suggest that a “real story” will resonate best with this market.

- **Look for opportunities to develop and promote programs that include a financial incentive or rebate when reaching out to low-income Latinos.** Focus group participants were very responsive to the *Mow Down Pollution* program and the vehicle-scrapping program. In addition, the primary barrier preventing this market from acting responsibly is often financial constraints. For example, many participants supported the idea of maintaining their older vehicles but reported that they do not always have the money to make repairs.
- **In communicating with younger, bilingual Latinos, look for opportunities to create and/or leverage social networks, including the promotion of Conexiones Para Aire Limpio.** The majority of younger participants were involved in at least one social network and were interested in opportunities to connect with others.
- **Explore the feasibility of working with local colleges to coordinate and promote carpooling programs for students.** Unlike other residents, students were very interested in carpooling since they tend to have similar schedules, and parking costs are high.
- **Explore opportunities to provide Latinos with daily air quality reports specific to their neighborhood/community.** Participants in both groups expressed interest in receiving daily air quality reports. Younger Latinos were particularly interested in receiving reports via text message.
- **In selecting media outlets, consider focusing on television and radio over print media.**

## INTRODUCTION

As part of an ongoing effort to raise public awareness regarding air quality and to promote public behaviors that reduce air pollution, the South Coast Air Management District (AQMD) will launch a six-month integrated marketing campaign in 2013 targeting low-income, Latino residents. The campaign aims to increase awareness of AQMD and its mission and to encourage Latinos, including those living in areas disproportionately affected by air pollution, to become personally involved in improving air quality in their communities.

To help guide campaign strategy, AQMD contracted with Gomez Research to conduct preliminary research with first generation, Spanish-dominant residents and second-generation Spanish-bilingual residents living in Los Angeles and San Bernardino counties. The purpose of the research was to identify the most effective messages for motivating Latinos to change their behavior and to determine the optimal media outlets for communicating with target markets.

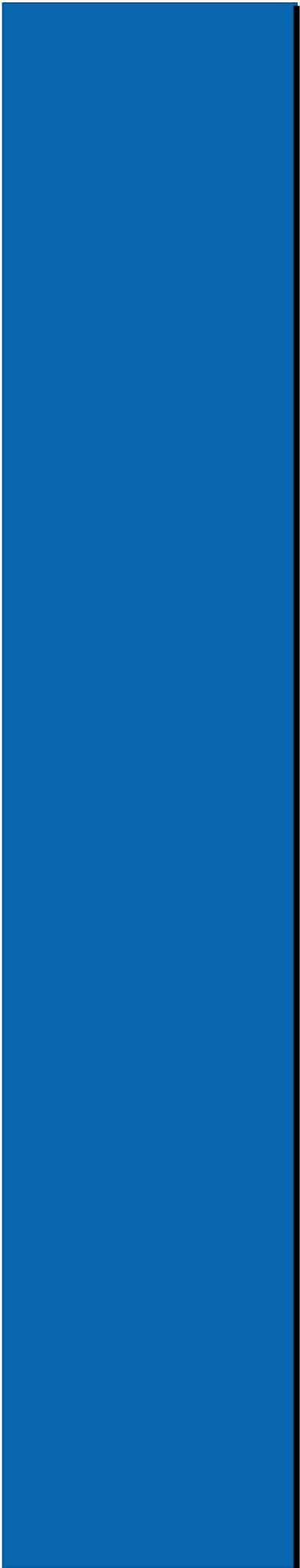
## METHODOLOGY

The following report presents results from two focus groups conducted with low-income Latino residents living in areas with notably poor air quality. The first focus group was conducted with bilingual Latinos, between the ages of 18 and 35, born and educated in the United States, who consume both Spanish-language and English-language media. The second focus group was conducted in Spanish with Spanish-dominant Latinos, 50 years and older, born outside the United States, with low-educational attainment and who depend on Spanish-language media exclusively. Spanish-dominant participants were recruited from East Los Angeles and the surrounding communities of Commerce and Montebello. Bilingual participants were recruited from the city of San Bernardino.

The focus groups were conducted in the evening at professional focus group facilities in Riverside and Pasadena on Tuesday, September 4 and Wednesday September 5, 2012. Focus group participants received an honorarium of \$85 to thank them for their time and were provided with a light meal. Each focus group lasted approximately one hour and 45 minutes. AQMD Media Office and L&PA staff attended and observed both focus groups.

Potential participants were screened to determine the area in which they lived, their ethnicity, primary language, and gender and asked if they would like to participate in a focus group. Interested individuals were provided with details regarding dates, times, directions and parking. Since attrition is expected in focus group recruitment, 12 participants were recruited for each group, resulting in a total of 10 participants attending each discussion. Both groups included men and women. For a complete demographic profile of participants, please see **Appendix B**.

Statements presented in this report regarding majority and minority opinions on particular topics are based not only on the frequency with which statements were made but also in how those responses were delivered, including the tone and emphasis of a statement, context, and whether the statement was prompted or unprompted.





### *On Concerns:*

*"I've been trying to get a job since I graduated high school and they're just like, 'we're not hiring' there's no job opportunities."*

*—Younger/Bilingual participant*

*"The cost of living... everything is more expensive."*

*—Older/Spanish Dominant participant*

*"The changes with Social Security, since we are getting to that age that soon there isn't going to be any."*

*—Older/Spanish Dominant participant*

*"If I don't have my job then I don't have health insurance. Jobs get cut ...and I'm not going to be able to pay for my health insurance. If I'm sick I'm just going to stay sick and hope I get better."*

*—Younger/Bilingual participant*

### *On Air Pollution:*

*"I'm very concerned about [air pollution] I have a daughter that was born preemie. She has really bad asthma and her flare-ups happen due to air quality...I can't put a price on her, you know, that's my child"*

*—Younger/Bilingual participant*

*"When I'm coming down the 10 to go back home you can just see the air, the quality of it is just nasty... But other than that, I don't think about it too much."*

*—Younger/Bilingual participant*

## DETAILED FINDINGS

The following section presents detailed findings for the focus groups, organized around the following topic areas:

- Overall values and concerns;
- Beliefs and awareness about air pollution;
- Motivators and barriers to responsible behavior; and,
- Communication channels.

Major trends are summarized under each heading, followed by any observed differences by age or primary language spoken.

### *Overall Values and Concerns*

To better understand the values and concerns of Spanish-dominant and Spanish-bilingual residents, focus group participants were first asked to discuss their quality of life, including their top concerns. **Findings suggest that regardless of age or primary language spoken, Latinos in these communities are most concerned about financial security, including limited job opportunities, the increasing cost of living, and social security.** Health concerns were important to a few participants who were directly experiencing health problems, including asthma. For most participants, however, concerns over health centered around the cost of health care and insurance. Environmental concerns were also a low-priority across both groups. Prior to prompting from the moderator, environmental concerns were not raised among younger, bilingual participants and only one participant in the Spanish-dominant group mentioned the environment when discussing quality-of-life issues.

Although these trends were consistent across both groups, differences were observed by age and language spoken. Younger, bilingual Latinos were more likely than older, Spanish-dominant speakers to stress limited job opportunities as well as safety and crime. Education was also a higher priority among this demographic, specifically the quality of public secondary schools and the cost of higher education. Older, Spanish-dominant speakers were more likely than younger participants to cite concerns over inflation and social security. (Only a few Spanish-dominant speakers mentioned job opportunities.)

### *Beliefs and Awareness Regarding Air Pollution*

A key objective of the research was to understand the extent to which Latinos in these communities are aware of the causes and effects of air pollution and what priority they place on air quality. Focus group participants were asked how concerned they were about the quality of the air that they breathe and how they think poor air quality might be affecting their health and the health of their families.

Awareness regarding air pollution varied significantly by age. **Older, Spanish-dominant Latinos were well informed about the causes and effects of air pollution and were more likely than younger participants to place a high importance on air quality.** Although participants across both groups could readily identify the most significant contributors to air pollution—including cars, trucks, aircraft, industry, power plants, and oil refiners—only older,

Spanish-dominant Latinos could name a variety of secondary causes, such as dry-cleaning and lawn mowers, without prompting. In addition, when naming the health effects of air pollution, younger, bilingual participants could only identify asthma and other respiratory problems, while older, Spanish-dominant speakers also named heart disease and cancer.

When asked where air pollution ranked among their general concerns, the older, Spanish-dominant speakers were more impassioned about the quality of the air, while younger participants were more passive in their support. The exception to this general pattern, however, was when a younger, bilingual mother of an asthmatic daughter shared her story about how the air quality affects her daughters' health. Upon hearing her experiences, participants appeared to become sensitive to the issue, asked her questions, and expressed increased concern over the poor air quality.

**Overall, findings suggest that while air quality is not a top concern among Latinos in these communities who are struggling with daily economic survival, they would like to see the air quality improved in their communities and are receptive to an environmental message--particularly when they are well informed about the causes, effects, and consequences of air pollution.**

### *On Buying a Low-Emission Vehicle:*

*“[Yes, I’d do it] if they make it possible to pay for it. The payments are so high.”*

*—Older/Spanish  
Dominant participant*

### *On Scrapping an Older Vehicle for an Incentive:*

*“I also got rid of [my old car] because it was leaking a lot of oil and cause a lot of problems for me, so I decided it was better to get rid of it”*

*—Older/Spanish  
Dominant participant*

### *On Reporting a Smoking Vehicle:*

*“I’m not a rat.”*

*—Younger/ Bilingual  
participant*

## ***Motivators and Barriers to Changing Behaviors***

After discussing their beliefs and concerns about air pollution, participants were asked to respond to a series of proposed behaviors that would help to mitigate air pollution in their communities. Participants were presented with ten call-to-action items and asked how likely they would be to participate in each. **Overall, findings suggest that low-income Latinos would be most likely to perform action items that involve a financial incentive, such as programs to scrap an old vehicle for money or trade in a gas-powered lawn mower for a low-emission model.** While participants were interested in protecting the environment, improved air quality does not appear to be a key driver of behavior for Latinos in these communities, particularly among the younger cohort. **The most significant barrier to participation for many call-to-action items was financial resources, such as funds to repair a vehicle or invest in new equipment.**

The most popular action items were maintaining an older vehicle, scrapping a used vehicle for a cash incentive, trading in a gas-powered lawn mower for a low-emission model, and--among the younger participants--connecting to the social network, *Conexiones Para Aire Limpio*. Some younger participants also expressed moderate interest in carpooling and using low-emission paints. The least popular action items included purchasing a low-emission vehicle, reporting smoking vehicles, using transit, and converting a wood-burning fireplace. Detailed findings are presented in **Table 1** and discussed below.

- Participants in both groups reported that they would be interested in maintaining their older vehicles, scrapping a used vehicle for cash, and trading in a gas-powered lawn mower for a low-emission model because doing so would save them money and/or was a good financial opportunity. Male participants were interested in the *Mow Down Pollution* program because it provides an opportunity to buy new, state-of-the-art equipment.
- Most barriers to participating in these activities were financial. The primary barrier to maintaining an older vehicle was funds to make repairs. Some participants were concerned that \$1,000 incentive for scrapping an old vehicle was insufficient to replace the vehicle and suggested \$4,000.<sup>1</sup> Finally, participants with gas-powered lawn mowers who had purchased them cheaply were concerned with the out-of-pocket costs of buying a new, low-emission mode, even with the discount.
- Younger, bilingual Latinos were interested in the social network, *Conexiones Para Aire Limpio* because it provided them with the opportunity to connect with others. Most younger participants currently had Facebook accounts and participated in one or more

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<sup>1</sup>AQMD’s vehicle scrapping program does offer up to \$4,000 for low-income individuals.

online community. Older participants reported that they did not use the Internet.

- Younger participants, particularly students, were interested in carpooling and some had carpooled in the past. The motivators to carpooling included saving money on gas and parking. The primary barriers to carpooling were finding interested individuals and coordinating schedules and locations.
- Several younger participants expressed interest in purchasing low-emission paints in order to cut down on toxic fumes and to protect the environment. When asked how much more they would be willing to pay per gallon, participants said “a few dollars.” In addition to cost, some participants were concerned that low-emission paints might peel off quickly, would be difficult to clean, or might exclude high-gloss finishes.
- Buying a low-emission vehicle, while appealing, was largely dismissed by participants in both groups primarily because of the perceived high cost of a purchase and repairs. In addition, several participants said they thought hybrid vehicles were less reliable and that small cars were unsafe. Transit was not as popular.
- Among the least popular activities were reporting smoking vehicles. Many participants felt uncomfortable reporting people in their communities who might not have the money to make repairs. Some participants also expressed concern regarding reprisals. Participants were more comfortable reporting commercial trucks for violations.
- Few participants reported using public transportation, citing long wait times between vehicles, unreliable service, and the slow travel time.
- None of the 20 focus group participants reported having a working fireplace that was in use.

**Table 1: Feedback on Proposed Call to Action Items  
Younger/Bilingual and Older/Spanish Dominant Participants**

Call to Action	Interest Level	Motivators	Barriers/Concerns
Maintain an older vehicle	High (both groups)	A well-maintained car saves money and is more reliable  Appeals more to men with responsibility for household vehicles	Limited funds to make repairs
Scrap an old vehicle for \$1,000	High (both groups)	Would love to have a new, working car  Incentive programs seems like a good deal/opportunity	Limited funds to buy a new car. \$1,000 is too low, suggested \$4,000
Trade in gas powered lawn mower for discount on a low-emission model	High (both groups)	Like to have new/high-end equipment  Incentive programs seem like a good deal/opportunity	Limited funds to invest  Concerns that new mower might lack “power/performance”
Conexiones Para Aire Limpio	High (younger/bilingual only)	Already involved in social networks, like to be connected and to be part of effort to improve their community	Don’t send too much information at once, too many calls to action, overwhelming  Older, Spanish-dominant speakers not using the Internet
Near zero-emission paints	Moderate (younger, bilingual only)	Less fumes, less harmful to family	Will not last, not easy to clean, low quality  Higher cost
Carpool	Moderate (younger bilingual)	Saves money on parking, gas	Not going to the same place
Report smoking vehicles	Low (both groups)	Could improve environment, more willing to do it with commercial vehicles	Feel like “a rat,” concerned about retaliation
Buy low emission vehicle	Low (both groups)	Nice to have a new car, nice to protect environment	No resources, believe new technology might have performance problems, small cars not as safe
Replace wood burning fire place	Low (both groups)	NA	Most don’t have fireplace. Those that do are not using it.

Transit	Low (both groups)	Saves money	Transit is too slow. Transit is option when you have no vehicle.
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### ***Communication Channels***

Finally, the study explored which communication channels might be effective in communicating air quality messages to bilingual and Spanish-dominant audiences. Focus group participants were asked if they would be interested in receiving daily air quality reports and, if so, how would they like to receive that and other information related to air pollution. The majority of participants in both groups reported that they would be interested in receiving air quality updates if the data were specific to their neighborhoods.

The most popular communication channels were television and radio and--for younger Latinos--text messages and social media. Participants reported watching television frequently at home and using the radio in the car or at work. Younger participants listen primarily to music stations on the radio, rather than news. Specific stations that were mentioned included K-LOVE (107.5 FM), Que Buena (105.5 FM), 99.1 FM, 93.9 FM, and 102.7 FM. Specific television stations included Univision (Channel 34), Spanish-language cable networks Galavision and Televisa, and Channel 5 KTLA. Very few participants from either group reported that they read newspapers or magazines on a regular basis.

Younger Latinos were more likely to use their smart phones to access the Internet than they were to use a laptop or other computer. The majority of younger participants reported that they participate in at least one social network, most frequently Facebook. Twitter was not widely used among study participants.

The majority of older, Spanish-dominant speakers reported that they did not use the Internet, although they reported asking younger family members to search for information on their behalf.

When asked if there were any celebrities they thought might make a good spokesperson for a public service announcement, participants in the Spanish-dominant group mentioned Teresa Quevedo (from Channel 34), Jorge Ramos, Maria Elena Salinas, and Vicente Fernandez. Younger, bilingual participants mentioned Leonardo DiCaprio, Cameron Diaz, and Edward James Olmos. It was also suggested that the best choice would be a celebrity "with asthma who can speak personally."

## CONCLUSIONS/RECOMMENDATIONS

Study findings suggest while many low-income Latinos must focus on their daily lives and economic survival, they care about the environment and are receptive to air quality messages. Findings indicate that outreach programs with financial incentives and rebates would be particularly effective in this market. Lack of financial resources was the number one barrier preventing individuals from repairing older vehicles, responding to rebate programs, and participating in other behaviors that improve air quality.

In addition, the research points to significant differences between the older, Spanish-dominant market and younger, bilingual Latinos. The study found that first generation Latinos are better informed about the causes and impacts of air pollution and place a higher priority on the environment compared to their younger cohort. Despite low awareness regarding air pollution, younger Latinos expressed determination to improve their lives and the lives of their children, particularly when confronted with personal stories from others about the devastating impact of air pollution on health. Finally, results suggest that social networks and other online media continue to be an increasingly important communication channel for reaching the younger Latino market.

Based on these findings, we recommend the following to help guide Latino outreach campaign:

- **In educating people about the causes and effects of air pollution, consider using personal stories and testimonies.** Even if a Latino celebrity is used, study findings suggest that a “real story” will resonate best with this market.
- **Look for opportunities to develop and promote programs that include a financial incentive or rebate when reaching out to low-income Latinos.** Focus group participants were very responsive to the *Mow Down Pollution* program and the vehicle-scrapping program. In addition, the primary barrier preventing this market from acting responsibly is often financial constraints. For example, many participants supported the idea of maintaining their older vehicles but reported that they do not always have the money to make repairs.
- **In communicating with younger, bilingual Latinos, look for opportunities to create and/or leverage social networks, including the promotion of Conexiones Para Aire Limpio.** The majority of younger participants were involved in at least one social network and were interested in opportunities to connect with others.
- **Explore the feasibility of working with local colleges to coordinate and promote carpooling programs for students.** Unlike other residents, students were very interested in carpooling since they tend to have similar schedules, and parking costs are high.

- **Explore opportunities to provide Latinos with daily air quality reports specific to their neighborhood/community.** Participants in both groups expressed interest in receiving daily air quality reports. Younger Latinos were particularly interested in receiving reports via text message.
- **In selecting media outlets, consider focusing on television and radio over print media.**



## **Appendix A: Moderator's Guide**

## **AQMD Latino Focus Groups Focus Group Guide Final**

(10 minutes)

### **INTRODUCTION:**

Good Afternoon. Thank you for coming. My name is \_\_\_\_\_. I'm with an independent research firm hired by the South Coast Air Quality Management District (AQMD) to talk with you about the quality of the air where you live.

### **GROUND RULES:**

Before we start the discussion, I want to go over a few things.

- We have colleagues from AQMD listening to this conversation and taking notes. We are also making an audio recording of the discussion so that we do not miss anything that you have to say.
- Everything is confidential. No one will know who said what. We don't identify people by name in any of our reports.
- I want this to be a group discussion, so feel free to respond to me and other members in the group without waiting to be called on. However, for the sake of the note-takers, please let someone finish speaking before you begin.
- There are no right or wrong answers. You can disagree with each other, and you can change your mind. I would like you to feel comfortable saying what you think.
- The discussion will last approximately an hour and a half to two hours. There is a lot I want to discuss, so at times I may move us along a bit. You can leave to use the restroom at any time.
- Do you have any questions before we begin?

### **PARTICIPANT INTRODUCTIONS**

1. Let's start with a quick introduction. Tell us your first name and a little about yourself. I'll start, my name is \_\_\_\_\_...

### **OVERALL VALUES AND CONCERNS**

(up to 15 minutes)

2. When you think about your overall quality of life, what concerns do you have, if any?  
[Moderator: write comments on a flip chart.]

Probe if needed:

- Financial concerns
- Health concerns (who/what)
- Education
- Crime and Safety

3. Of the items listed here, which ones are most important to you?

## **BELIEFS AND AWARENESS ABOUT AIR POLLUTION**

(up to 25 minutes)

4. What about air pollution? How concerned are you about the quality of the air that you breathe? (Probe: Where does air pollution rank among your concerns?)
5. How do you think air pollution might affect your health and the health of your family?
6. What causes air pollution? [Moderator: Write on flip chart]

Probe if necessary:

- Cars and trucks,
- Trains and ships
- Factories and businesses
- Power plants and oil refineries
- Paints and solvents
- Wood-burning fireplaces
- Lawn & garden equipment including gas-powered lawn mowers
- Dry cleaning

## **MOTIVATORS AND BARRIERS TO RESPONSIBLE BEHAVIOR** (up to 50 minutes)

7. AQMD put together a list of things that people can do to help reduce air pollution. I want to know which of these you would be most likely to try and why.

Here is the first one:

**If you have an older car, keep the car well maintained and in good working order**

Is that something you would consider doing?

Probe: Why or Why not? (Identify the motivators and barriers)

[Moderator: Continue with each “action item”]

- Scrapping an old vehicle for about \$1,000
- When you are ready to purchase a new car, buy a low-emission model
- Carpool or take transit instead of driving alone
- If you have a wood-burning fireplace, replace it with gas logs (AQMD has an incentive program offering up to \$200 discount for the purchase of a gas-log set)
- If you use a gas-powered lawn mower at your home, replace it with a battery electric model. (AQMD sells cordless electric mowers at a deep discount each spring when you turn in a working, gas-powered mower.)
- Use near-zero emission paints
- Join AQMD’s Conexiones Para Aire Limpio (Social network, in Spanish, that connects residents to air quality updates, experts, and policy makers and notifies of community meetings)
- Report smoking vehicles or suspected air pollution violations by calling 1-800-CUT-SMOG, online at [www.aqmd.gov](http://www.aqmd.gov) or through AQMD’s iPhone app.

## **COMMUNICATION CHANNELS**

(up to 10 minutes)

8. Would you be interested in getting daily information about the air quality in your neighborhood?

Probe: Why or why not?

9. How would you like to get information about air quality?

Probe (ask for specific names of media outlets):

- In the newspaper?
- On the radio?
- On television?
- On a website?
- Through e-mail or text message?
- Through Twitter or other social media?

## **CLOSING**

(5 minutes)

10. Those are all the questions I have. Does anyone have something they would like to add?

That concludes our discussion. Thank you all very much for your participation. I hope that this was an enjoyable experience. Have a good afternoon.

## **Appendix B:**

### **Focus Group Participant Demographics**

**Spanish Dominant/First Generation Focus Group Participants**  
**East Los Angeles, Commerce, and Montebello**  
**September 5, 2012 (n=10)**

<b>Gender</b>	<b>Age Range</b>	<b>Where born?</b>	<b>Language prefer to speak?</b>	<b>How well speak Spanish?</b>	<b>Language prefer to speak w/friends &amp; family?</b>	<b>Language prefer to read, listen to the radio, TV?</b>	<b>Household Income</b>
F	50-64	Mexico	Spanish	Very Well	Spanish	Spanish	\$30K
F	50-64	Mexico	Spanish	Very Well	Spanish	Spanish	\$20K
F	50-64	Mexico	Spanish	Very Well	Spanish	Spanish	\$10K
F	50-64	Mexico	Spanish	Very Well	Spanish	Spanish	\$15K
M	50-64	Mexico	Spanish	Very Well	Spanish	Spanish	Less than \$15K
M	50-64	Mexico	Spanish	Very Well	Spanish	Spanish	\$15K
M	50-64	Mexico	Spanish	Very Well	Spanish	Spanish	Less than \$10K
M	50-64	Mexico	Spanish	Very Well	Spanish	Spanish	\$10K
F	50-64	Central America	Spanish	Very Well	Spanish	Spanish	\$25K
M	50-64	Mexico	Spanish	Very Well	Spanish	Spanish	\$20K

<b>Bilingual/ Second Generation Focus Group Participants</b> <b>San Bernardino</b> <b>September 4, 2012 (n=10)</b>							
<b>Gender</b>	<b>English Language Proficiency</b>	<b>Spanish Language Proficiency</b>	<b>Language Preference</b>	<b>Age</b>	<b>Education</b>	<b>People in Household</b>	<b>Income</b>
M	Well	Very Well	Both Spanish & English	25-35	HS Grad	Four or more	\$20-\$32K
F	Very Well	Very Well	English Mostly	25-35	Some college	Three	\$10-\$15K
F	Very Well	Very Well	English Mostly	18-24	Some College	One	\$10-\$15K
F	Very Well	Very Well	English Mostly	18-24	College Grad	Three	\$20-\$32K
F	Very Well	Very Well	English Mostly	18-24	Some College	One	\$10-\$15K
M	Very Well	Well	English Mostly	25-35	Some College	Four or more	\$15-\$20K
M	Very Well	Very Well	English Mostly	18-24	HS Grad	Four or more	\$10-\$15K
F	Very Well	Well	English Mostly	18-24	HS Grad	Three	\$15-\$20K
F	Very Well	Very Well	Both Spanish & English	25-35	Some College	Four or more	\$20-\$30K
M	Very Well	Well	English Mostly	25-35	HS Grad	Four or more	\$20-\$32K